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5 CLAIMS:

1. A method for computerized processing and presenting market and marketing information regarding at least one first product, comprising:

10 storing, in a database, collected data related to at least one key success factor associated with at least the market performance which is related to said first product;

15 forecasting, in a central computer unit, the future sales of said first product based on said collected data related to said at least one key success factor; and

transmitting said information to at least one external user.

20 2. A method according to claim 1, wherein the key success factor associated with the market performance is constituted by information related to at least one of the following measures:

25 a measure of the number of new customers purchasing said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

30 a measure of the number of customers using said first product in addition to at least one additional, related product.

35 3. A method according to claim 1 or 2, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers adopting said first product during a

predetermined adoption process.

4. A method according to any one of claims 1-3,
comprising collecting data related to an additional key
5 success factor corresponding to a measure of a proportion
of customers recalling personal promotion during a
particular time period and related to said first product.

5. A method according to any one of the preceding claims,
10 comprising collecting data related to an additional key
success factor corresponding to the marketing
productivity related to said first product.

6. A method according to claim 5, wherein said marketing
15 productivity corresponds to a measure of the impact of
detailing related to said first product.

7. A method according to any one of the preceding claims,
comprising collecting data related to an additional key
20 success factor corresponding to the rationales for
selecting said first product.

8. A method according to any one of the preceding claims,
wherein said information is transmitted to said user via
25 a network such as the Internet.

9. A computer system for processing and presenting market
and marketing information regarding at least one first
product, comprising a database for storing collected data
30 related to at least one key success factor associated
with at least the market performance which is related to
said first product, and a central computer unit adapted
for forecasting the future sales of said first product
based on said collected data related to said at least one
35 key success factor, and for transmitting said information
to at least one external user.

10. A system according to claim 9, wherein the central computer unit and the database are adapted for processing information related to said key success factor in the form of at least one of the following measures:

a measure of the number of new customers purchasing said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

a measure of the number of customers using said first product in addition to at least one additional, related product.

11. A system according to claim 9 or 10, wherein said central computer unit and said database are connected to a network such as the Internet, the information is said database being accessible to said external user.

12. A method for facilitating and improving marketing activities and increasing sales of at least one first product, comprising:

collecting and storing data related to at least one key success factor associated with at least the market performance which is related to said first product;

forecasting the future sales of said first product based on said collected data related to said at least one key success factor; and

making said information available to at least one external user.

13. A method according to claim 12, wherein the key success factor associated with the market performance is constituted by information related to at least one of the following measures:

a measure of the number of new customers purchasing

said first product,

a measure of the number of customers switching between said first product and at least one additional, related product, and

5 a measure of the number of customers using said first product in addition to at least one additional, related product.

10 14. A method according to claim 12 or 13, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers adopting said first product during a predetermined adoption process.

15 15. A method according to any one of claims 12-14, comprising collecting data related to an additional key success factor corresponding to a measure of a proportion of customers recalling personal promotion during a particular time period and related to said first product.

20 16. A method according to any one of claims 12-15, comprising collecting data related to an additional key success factor corresponding to the marketing productivity related to said first product.

25 17. A method according to claim 16, wherein said marketing productivity corresponds to a measure of the impact of detailing related to said first product.

30 18. A method according to any one of claims 12-17, comprising collecting data related to an additional key success factor corresponding to the rationales for selecting said first product.

35 19. A method according to any one of the preceding claims, wherein said information is transmitted to said

user via a network such as the Internet.

20. Computer-readable data carrier for storing market
and marketing information regarding at least one first
5 product, said information being related to at least one
key success factor associated with at least the market
performance which is related to said first product; said
information also being related to expected future sales
of said first product based on said collected data
10 related to said at least one key success factor.